

**To:** 'Tharesearch@aol.com'[Tharesearch@aol.com]  
**From:** Jim Trautman[trautman@bortz.com]  
**Sent:** Wed 2/22/2012 5:12:39 PM (UTC-07:00)  
**Subject:** RE: Cable Studies

Sandi:

Understood. We're trying to come up with something that will get you past the "front door" with AT&T, and that is part of the reason that Brian hasn't been able to complete them yet.

Jim

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**From:** Tharesearch@aol.com [mailto:Tharesearch@aol.com]  
**Sent:** Wednesday, February 22, 2012 2:26 PM  
**To:** trautman@bortz.com  
**Subject:** Re: Cable Studies

Hi Jim:

Yes, we have quite a few really good callbacks on the cable study too.

One thing I wanted to let you know with the AT&T surveys. The last time we tried to call them, in almost every circumstance we were told it was against AT&T's policy to participate in these studies. Now it could be that we kept getting referred back to the corporate office. Perhaps if we could find local GM's or Director of Marketing type of people, they may cooperate and we're more than willing to try. I did want to bring this up though because you mentioned Brian was so swamped. We still haven't been able to make headway with the Verizon surveys (I think there's about 10 of them) but we're still trying to find a way to get through though.

We'll continue to keep you posted.

Sandi

In a message dated 2/22/2012 12:07:04 P.M. Pacific Standard Time, [trautman@bortz.com](mailto:trautman@bortz.com) writes:

Sandi:

On the cable study, that sounds very good. Glad to hear that the completes are starting to roll in. We have exactly 32 more questionnaires to send you. However, all but 5 or so of these are AT&T so it's unlikely that you'll have much luck with them. Not too sure on timing with these – Brian is really swamped and he is in charge of trying to track down contact info for you on these. We'll try to get them out as soon as we can.

On the ad sales study, yes we want to proceed as you outlined below on the grid.

Thanks,

Jim

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**From:** [Tharesearch@aol.com](mailto:Tharesearch@aol.com) [mailto:Tharesearch@aol.com]  
**Sent:** Wednesday, February 22, 2012 11:48 AM  
**To:** [trautman@bortz.com](mailto:trautman@bortz.com)  
**Subject:** Cable Studies

Hi Jim:

I wanted to give you an update on both studies.

We're going to be sending a shipment of the Cable Operator study. There should be about 30 or so in it. Have you sent all we'll be getting now?

We started the main calling on the 10th and have started getting callbacks now. Of course with the Presidents Day

weekend that slowed us down a bit because it was hard to reach people that Friday. I also wanted to confirm that on the grid we are either doing the A's and any C's or the B's and any C's. That's correct right?

We'll keep you updated as we go along

Thanks,  
Sandi